PROFESSIONAL CARDS

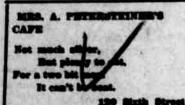
MAXWELL MILONG

ABSTRACT COMPANY Title Mea

OHIBOFIA OFOR

Office and Residence, Phone 118 NW oor. The and Main

THE BLAMATE PALLS



WOOD

KLAMATH FUEL CO. Phone 187.

SLAMATE COUNTY ENTOPPICE

ort notice. If you want work

MRS. A. PIRTERSTEINER 198 Sixth St.



and Boub

Swift's Pride Washing Powder

kles the kids,

Published daily except Sunday by The Herald Publishing Company of Klamath Falls, at 115 Fourth Street

Entered at the postoffice at Klamath Falls, Oregon, for transmission through the mails as second-class

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KLAMATH FALLS. . ORDGON SATURDAY, AUG. 13, 1914



VALUE OF PRICES IN ADS

(Copyright, 1912, by Geo. E. Patterson)

The purpose of advertising is to sell goods. Goods can be sold through advertising by giving a clear and concise description to arouse the interest of the reader in the goods. Then after the reader has become favorably impressed with the goods give the price, as this is a vital factor in convincing the prospective buyer.

Every person is more or less interested in the price of goods. Carefully compiled statistics show that over 75 per cent of the people of the United States live on a salary of \$1,-200 or less per year. It is very evident that most of the people in the WASHINGTON, D. C., Aug. 15 .- ried out. dent that most of the people in the United States must be economical. Messages of congratulation were exThey must be saving and careful in changed today between President wales with Isthmian, war and naval thirty feet of water was begun, alful. They count the dollars, and when they read an advertisement in the paper they want to know the selling price of the goods so as to do ome figuring of their own.

Someone has said that "money talks." That is true, and lowering the price of goods is always a most effective argument. Whether the advertiser lowers the price or not be should never omit the price of the separate items he describes, unless possibly the advertising space at his disposal does not permit him to describe specifically so the reader can thoroughly understand the merits of the articles. In this latter case it is frequently customary to reserve the price for the catalogue which is sent With fashions and love to fill our worse before they are better, this out on inquiry, or until the customer

It is generally better to state the price after giving a careful and con- So cise statement of the goods. If the price is a real inducement it serves as

Good headlines and illustrations to

SCATTERED SHOTS

In the meantime our bumper crops ontinue to annex more bumps.

Man proposes and women him propose again. Europe is recovering from

If we can't pull off a war of our own, we can at least indulge in the summer day,

vatching.

without ammunition.

peaceful occupation of watchful

tended tour of Europe.

FOR RENT

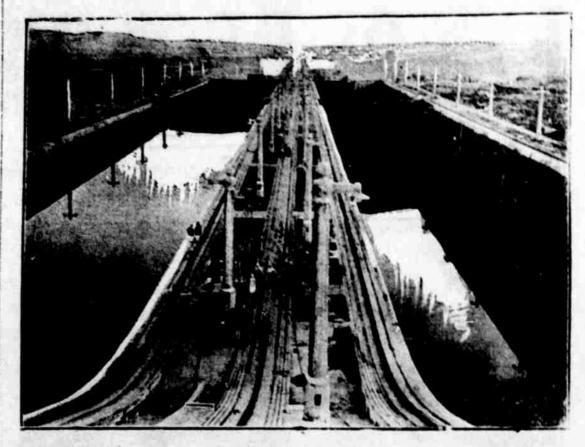
FOR RENT-Two-room furnished throat. .house on hill. Electric lights and city water. Inquire W. O. Smith

FOR SALE

FOR SALE-Practically new 7-passenger auto. Make fine truck or family car. Owner will sacrifice. You will never find a snap like this again. 302 Hotel Hall. 14-8t .

FOR SALE-5-horsepower motor. Ford Garage.

The Evening Herald Panama Canal Now Open to the Commerce of the World Farley, San Francisco; B. F. Fike, Fortland; Mrs. F. H. Swan, San Market Commerce of the World H. H. Plummer, Berkeley; James



United Press Service

of the "big ditch." Officials expected the informal when President Wilson, Admiral beginning today.

program of unostentation to be car- Dewey, cabinet and congress mem-

iels and Governor Goethals of the being the first "official" vessel to go through for a couple of months. Panama Canal sone upon the open- through the inter-oceanic waterway. Some of the smaller fruit liners

their expenditures, and they are care- Wilson, and Secretary of War Gar- officials, and a hefty cargo of news- though smaller vessels, including a rison and Secretary of the Navy Dan- paper men, was given the honor of lighter service, have been passing

ing to commerce of the world today The formal opening of the canal are expected to establish a regular will not occur until March 4, 1915, schedule of traffic through the canal,



BY MARGARET MASON (Written for the United Press)

minds. seem petty;

black-

maid who follows the fashion s the black masque in the sartorial makeup of the taking person who follows

the dark lantern and the jim either tulle or chiffon. Delicate or- as the chid and sweet pea tints are also used for these skirts as well as the allwhite and the effect of the froth of many ruffles bursting out below the close sheath of rich black velve basque is charming enough to con pensate for the rather obvious dis-

comforts of such apparel on a

fortable all at the same time. Herald's Classified Advs. neck and long of sleeve and buttoned either up the front or back with vis-

> The run on velvet is by no means confined to the basque. Already the all velvet hat, saucy and perky in its miniature proportions, has ousted the fragile straw from the heads of summer beauties. So tiny and close fitting are they that they seem inadequately to dispute the prophecy that large chapeaux of picture proportions ere coming to the top again ere long. And yet following the immutable law that everything goes the limit before bands for dress trimming, and as

August crop of wee velvet hats may Wars and suffrage and strikes be to prove the rule that they have only gotten smaller to get larger.

The parasol indeed practices being And I bask in the smiles of Betty, useful as well as ornamental this NEW YORK, Aug. 15.—The black are now being shown in velvet. So attract attention and secure interest, basque plays as important a part in this rich and lustrons fabric has not vince, accompanied by the price of the the sartorial make-up of the tainty only gone to lovery woman's head, but over it as well

There is certainly nothing half way Los Angeles 9 "Home, Sweet Home" is a popular of black velvet, this newest lasque is ity of no seeves at all, or at least Hughes, Brooks; Koestner, song with marooned Americans worn with a fluffy and many-flounced none to seak of, the long sleeve is liott. skirt of white organdie or batiste. Of now being the dernier cri. For aften the skirt, while it has an organdie ternoon and street wear they are abfoundation, breaks out in flounces of solute) the only permissable sleeves total absence of arm covering still holds good for evening to ettes it is simply a case of long eves or none. While the velvet nd satin basques all show uncompromisingly long, tight sleeves of the same materials long sleeves of lace and tulle are very smart in combination with the silken bodices of many of the dressy little afternoon As a concession to the heat, varia- frocks of taffets or crepe. The lintions of these basques are shown de gerie gowns are all showing the long. veloped in either black taffeta or sheer, small artificial flowers be-The man who never advertises is black satin, but they lack that in- tween the elbow and the shoulder like the general who goes into battle describable air of thic of the velvet to peep through the mist of lace or brand. Hence, they are not much tulle. Bracelets of sparkling jewels favored by the fashionably elect, who are also given a welcome haven in Our distinguished citizen, General have long since bowed to the inexor- like position and many are the rare Depression, has departed for an ex. able mandate of the mode that one fortunes in gems that one fair maid cannot be truly smart and com- is thus enabled to keep up her sleeve. As a sort of reaction against the

The velvet basque is always low of multi-colored strands of beads that neck and long of sleeve and buttoned have all summer decorated the bosoms of both Judy O'Grady and ible bullet buttons. On some of them the colonel's lady, that latter persheer roll collars of organdie or a sonage is now going in exclusively tulle frill softens the effect about the for strands of pearls. Real or otherwise strings of these luminous tearlike jewels show to best advantage atop the background of the black velvet basque and contrary to the longaccepted decree that pearls before breakfast were as bad as pearls before swine, pearls are now being finunted in the face of tradition and the rosy dawn.

The present penchant for the chaste pearl has by no means completely done for the beads of many color, however. As brilliant beaded it changes and things are always fringe and garnishment on purses

and bags of silk and velvet, they will fulfill a different but an equally prominent sphere this fall and

YESTERDAY'S COAST LEAGUE RESULTS

۰	San Francisco 2	10	0
۲	Oakland	1	0
ŧ	Baum, Fanning and	Schm	dt:
	Klawitter, Mitze.		
	R.	H.	E.
	Los Angeles1	3	0
١	Venice	15	1
ŗ	Chech, Boles; Hitt, Bliss		
>	R.	H.	E.
٢	Portland	14	1
t	Sacramento2		2
*	Rigginbotham, Fisher;	Stewart.	
	Arellanes and Rohrer.	and the same	7
	R.	H.	E.
	Los Angeles		

Hughes, Brooks; Koestner, El-

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ARE YOU GOING TO LET US MEASURE YOU FOR A FALL SUIT OR OVERCOAT?

We carry one of the most complete stocks of Woolens to be found anywher and only need a trial to convince you that our tailoring is far superior to that to be had from mail order or other so-called tailors.

Loewe Bros. Tailors

Hotel Arrivals

White Pelican

Alexander T. Vogelsang, O. M. Williams, W. J. Cunningham, W. B.

Hotel Hall

Paul Bronsell, Oakland; Mrs. F. Seleen, Fred Stukel, Frank Bloomingcamp, John Colwell, Merrill; Wm. Caker, Ralph H. Caker, Harold H. Caker, L. B. Elemer, Portland; Dan Jolley, Eugene Kelley, Prairie City: Mrs. I. S. Houfe, Miss Jane Stafford, San Francisco; C. L. Holliday, Langell Valley; Geo. W. Corrigan, Thos. Connor, C. Pilgrini, Hornbrook; C. C. Campbell, Z. C. Potter, Waltersville.

Accurate information about the Klamath Basin. See Chilcote, 685

Today's news today in The Herald.

Herald want ade bring results

COME IN AND HEAR THE NEW MACHINES

> TWO OF THE VERY LATEST EDISON PHONOGRAPHS JUST RECEIVED BY EXPRESS

COME IN AND HEAR THE GRAND CONCERT EVERY EVENING FROM THE TO DE

WE WILL BE PLEASED TO ENTERTALL YOU

Klamath Falls Music House

H. OREM, Proprietor



With the recent cut in the price of Ford cars in effect, we are now offering this popular car at the following prices, f. o. b., Klamath Falls:

Touring Car - - - \$590 Runabout - - - fully equipped

We are also agents for the celebrated Firestone Tires; and can outfit you in the following sizes:

> 30x3 30x3 1-2 35x4 1-2

> GEO. BIEHN, Agent

Any time, afternoon or night, with a sitcher every time. It's the automatic way, and in addition to the fun, it develops the muscles and improves your botting ability.

THE BALL PLAYER LIKE IT Cash Prize Every Evening for High Score

Next to Klamath Stables, Main Street

There Is No Kodak

Save the Eastman Kodak

We are the ONLY drug store in Klamath Falls having the genuine Kodaks and Eastman Films Beware of initations. Some firms advertise Kodaks but, have norse for a

UNDERWOOD'S PHARMACY Corner Main and 7th Streets, Klamath Falls, Oregon

On Your Way to the Bank



to make your first deposit you meet many men bound in the ection-men whose you will be glad to be comp They represent the most gressive business men in e community. Put yourself in that class by starting your account today. The amount doesn't matter. Start with what

FIRST STATE AND SAVINGS BANK